

**Homecare Solutions unLimited, Inc.**  
**2437 Mineral Springs Road, Suite C**  
**Lexington, SC 29072**

Before Heather Liafsha ever spoke with the S.C. Women's Business Center, she was carving out a specialized niche in the healthcare industry and working to fulfill an immediate and ever-growing need in home healthcare. Serving previously as director for a healthcare company, Heather drew on her experiences and observations to develop Homecare Solutions unLimited, Inc., a company dedicated to providing a higher quality of care at a more reasonable rate than competitors. Homecare Solutions unLimited caters to a core client base of elderly and disabled persons but also accommodating a few children by offering private nursing services with the comforts of home, providing certified nursing assistants, personal care assistants and nurses to aid in hygienic care and administering medical procedures as directed by a physician.

### **Crossing Paths**

Heather was first referred to SCWBC by a friend who worked as a manager of a bank where she attempted to secure a loan. When the bank didn't come through, Heather was advised to schedule an appointment with SCWBC. Business Development Counselor Eva Boning met with Heather and discussed financing options available through the Small Business Administration (SBA) as well as critiqued current business and marketing plans.

### **Stumbling Blocks**

Having invested most of her liquid assets into the start-up of Homecare Solutions unLimited, Heather needed resources to grow and further develop her business. After having numerous doors shut in her face, Heather realized that, as a service industry company with no inventory or collateral, it would be an arduous task to secure funding for debt refinancing and working capital. Most of the banks Heather visited wouldn't commit to financing loans for a one year-old start-up business.

### **Seeds of Success**

Eva Boning critically reviewed Heather's business plan, marketing plan and financial situation. She worked diligently with the SBA to qualify and secure a loan for Homecare Solutions unLimited. The company continued with its branding campaign, coordinated with Indesign of Lexington. Via the marketing campaign, Heather created a company logo, a Web site, print materials and promotional items to market her services to the public.

With the secured working capital, Heather will launch and continue to expand a marketing blitz to promote Homecare Solutions unLimited and secure its reputation in the healthcare industry. Heather hopes to capitalize on the tremendous growth trends in home healthcare, driven by an aging population in America and many people's desire to remain

in a home setting. The company's vision is to be the number one requested and respected home care company in South Carolina by 2010.

"Eva provided the assistance needed to secure funding. But more importantly, she gave me validation as a woman business owner. I was discouraged from closed doors at every bank and felt on many occasions that I was given the runaround because of my gender," said Heather. "Eva assured me that my business plan made sense, that I was profitable after only 11 months, that my marketing goals were aligned for growth and development, and that overall I was blazing the trail to success. She gave me a renewed energy to drive on and succeed."

### **Future Goals**

Growth and development. Homecare Solutions unLimited is working on a contract with the state of South Carolina to provide homecare services for the elderly in Richland, Lexington, Fairfield and Newberry counties. Additionally, customers in the private sector are continuing to grow and the company has developed close-knit relationships with hospices that provide referrals as well as expand operations.

The future looks bright for Homecare Solutions unLimited and, despite a sea of competition, it is slowly but surely winning out with dedication, perseverance and quality care.